



The Fellas Ads

Justin van Charante

Managing Partner

 **Amsterdam, Netherlands**

Performance Marketing · Lead Generation · Digital Growth





Managing Partner

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ABOUT JUSTIN VAN CHARANTE

Justin van Charante leads The Fellas Ads as Managing Partner, guiding the agency's mission to improve the performance marketing experience for both publishers and advertisers.

Based in Amsterdam

Operating at the heart of Europe's digital marketing ecosystem.

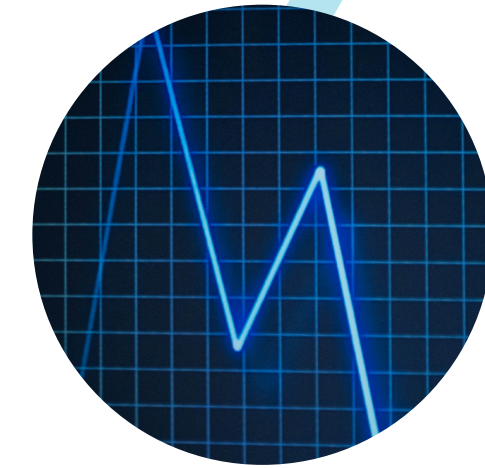
Deep Industry Expertise

Specialized in lead generation and performance-driven digital marketing

Champion for Both Sides

Focused on outcomes for publishers and advertisers alike.

THE FELLAS ADS: AGENCY SNAPSHOT



A performance marketing agency built around fairness and results

- **Mission** — Improve the performance marketing experience for publishers and advertisers alike.
- **Leadership** — Guided by Justin van Charante as Managing Partner, driving strategic direction.
- **Focus** — Lead generation and digital marketing campaigns engineered for conversions.
- **Growth** — Sustainable, scalable partnerships built for long-term performance.



MISSION-DRIVEN LEADERSHIP

Improving performance marketing for both sides of the transaction

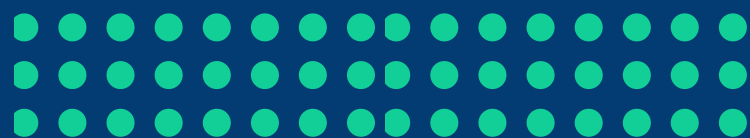


For Publishers

- Fair, transparent monetization of traffic
- Reliable payouts and clear reporting
- Long-term partnership over short-term yield

For Advertisers

- Campaigns engineered for real conversions
- Accountable, performance-based delivery
- Scalable lead generation that compounds



CORE EXPERTISE

Deep specialization in performance marketing disciplines

Lead Generation

Building and optimizing lead-gen funnels that convert intent into qualified, high-value leads.

Digital Marketing Strategy

Data-informed strategies spanning paid media, affiliate, and performance channels.

Conversion-Focused Campaigns

Campaign design and execution centered on measurable conversion outcomes.

Sustainable Growth

Building partnerships and pipelines designed to scale responsibly over time.





STRATEGIC APPROACH

Three principles behind every partnership

Quality

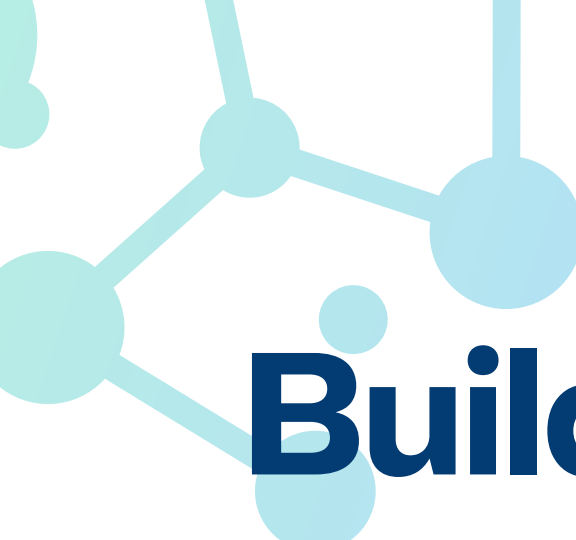
Every campaign is built on rigor: quality traffic, quality leads, quality execution.

Accountability

Clear metrics and honest reporting keep every partner aligned on outcomes.

Value

Delivering measurable value across every partnership, not just short-term wins.



Building Better Performance Marketing

Justin van Charante and The Fellas Ads remain committed to quality, accountability, and shared value — for every publisher and advertiser they partner with.

Justin van Charante

Managing Partner, The Fellas Ads

 **Amsterdam, Netherlands**

THANK YOU



For More:-

www.justinvancharante9.wordpress.com